

Each game, Lobel's switches up their meat of choice with favorite cuts including filet mignon and prime rib. Fans are foaming at the mouth over the sandwiches. Recently, New Stadium Insider blog described the experience of eating one as such: "Envision your favorite food, favorite texture, favorite taste, favorite smell, favorite feeling, all in one bite...Is it possible that the best food we have ever eaten comes from a concession stand in a baseball stadium?"

It is possible according to Lobel, and that's just the point. Lobel's is nationally-known, recognized by *The Wall Street Journal* as the best butcher shop in America and one of the three best in the entire world. Lobel and other members of his family are noted experts in their field and serve on beef industry associations. The secret to the company's success has been the high-level prime meat they sell, which is dry-aged for six weeks and never frozen. "Certainly to have the best steak experience you need to have the best meat," Lobel says. Cooking is secondary, but is also important. That's why the Lobel family has written nine cookbooks including this year's "Lobel's Meat Bible." The family quite literally wrote "the book" on meats, which is why the Yankees came calling in the first place.

Legends Hospitality, the concessions company owned jointly by the Yankees and Dallas Cowboys, first contacted the family last year. They asked how Lobel's could enhance the stadium experience. From there, it has been a matter of brewing a formula that keeps fans wanting to come back.

The family business began in Austria in 1840. For the last 50 years, Lobel's has called Madison Avenue and 82nd home. Up until opening at the stadium, the only way to purchase Lobel's meat was at their store or on their web site. At first the family was hesitant to make the jump into a ballpark setting, but ultimately it seemed like too good of an opportunity to pass up (besides, the Yankee butcher shop is a smaller replica of the Lobel's Madison Avenue digs). And it was, of course, the Yankees. "It was like wow," Lobel says. "We said 'we're on the top of our game, they're on the top of their game' so it makes sense."

The Lobel's steak dynasty and Yankees baseball dynasty are a solid match so far, but there's sure to be other teams calling the Lobels based on their success at the new stadium. Lobel says the family has not ruled out expanding further. "Business is business," he says. "[If we open elsewhere] we'd look forward to feeding the Yankees fans when the Yankees come to town," he says.

For more information visit
www.Lobels.com.

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